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Your Customers are bored. Use gamification to fix that!

brainylab gamification platform creates interactive experiences that engage more the 50% of website visitors into active participants.

OUR SATISFIED CUSTOMERS

A1 · Univerza v Ljubljani · cjvt · Lidl · Sava Zavarovalnica · Emil Frey

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Emotional connection

Higher Retention

65%

1 / 10

5 / 20

3 / 7

1 354

2 312

3 294

Community Building

Want To Get New Food New Daily?

Name

E-mail

Submit Now

Explore Latest Recipes

VIEW ALL

Really Quick Broccoli Pasta Cheese Mikhail

Announcing The Spring Bucket List

Favorite Browned Butter Chocolate Cookies

Favorite Browned Butter Chocolate Cookies Daily Breakfast

The Potentially Dangerous Non-Accessibility Of Cookie

One-Pan Baked Sausage And Lentils

Hi, I'm Jenny!

Subscribe & Followers

A

B

C

Longer Interaction times

Our Top Categories

Stronger Engagement

90 / 200

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What is gamified customer experience and how to create one?

54%

Over **54% of visitors will actively engage** and start playing.

10 min

More then 10 min on average will people spend with gamified content.

30%

Almost **30% of all visitors will subscribe to brands' newsletter** and leave their First-party data.

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Create **WOW moments** for your customers

- **Increase customer engagement** through gamified, fun and interactive content.
- **Delight your customers** with games, quizzes, gamified journeys and more.
- **Match our tools to your brand style** & your audience preference.

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EDUCATION + ENTERTAINMENT

Edutainment

Modern consumers want to feel empowered, smart and entertained.

That’s where interactive content and gamification come to help.

Use Edutainment and improve your marketing metrics.

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How does creating gamified platform for your brand work?

You tell us your customer experience challenge, we provide a clear plan for **personalised gamified toolbox for your company**.

1

Together we **define a key objective** we want to achieve.

2

Our team will **create a gamification plan** for your company.

3

We'll **implement** the plan, **integrate** it to your marketing ecosystem and **measure** the results.

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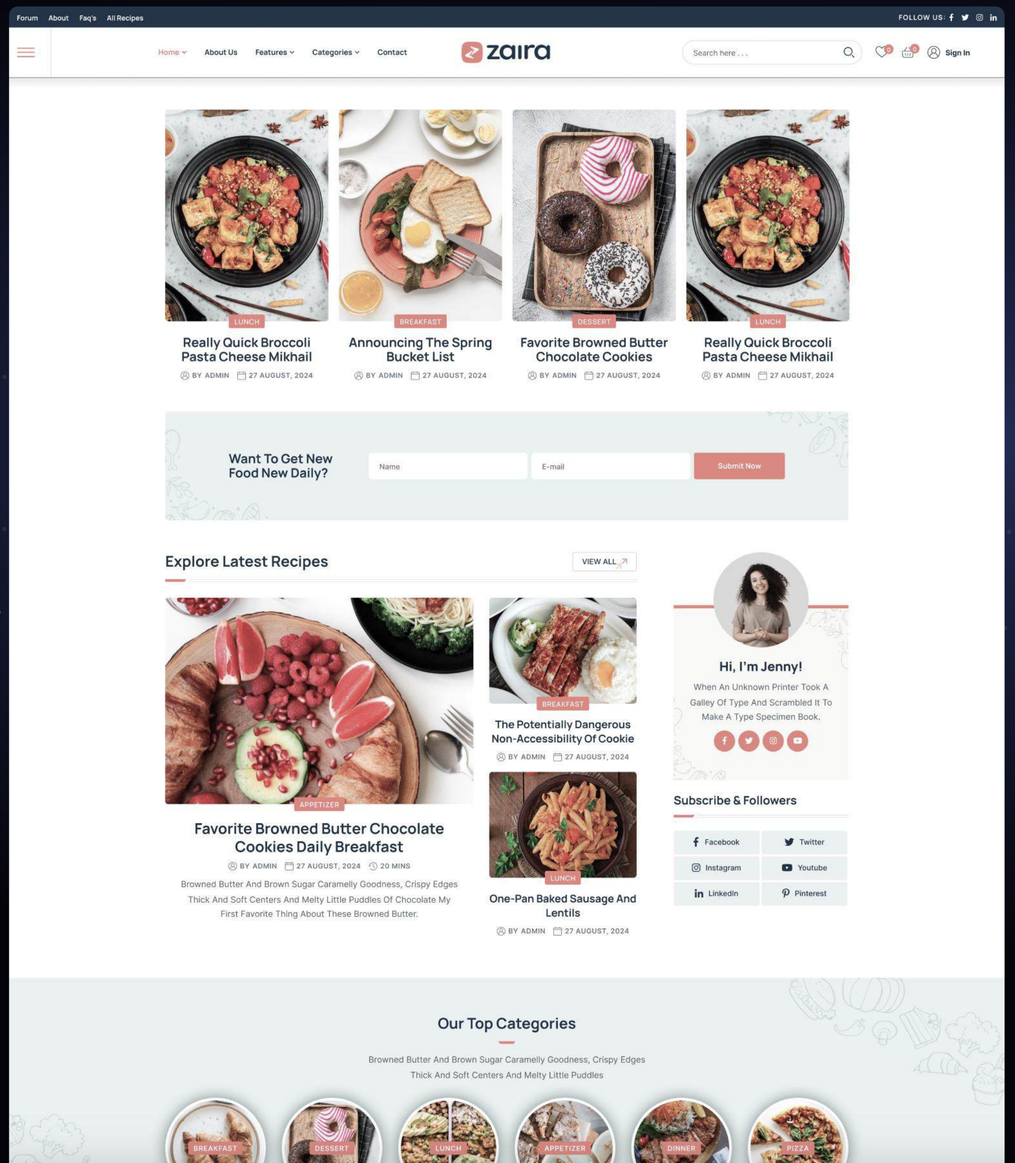
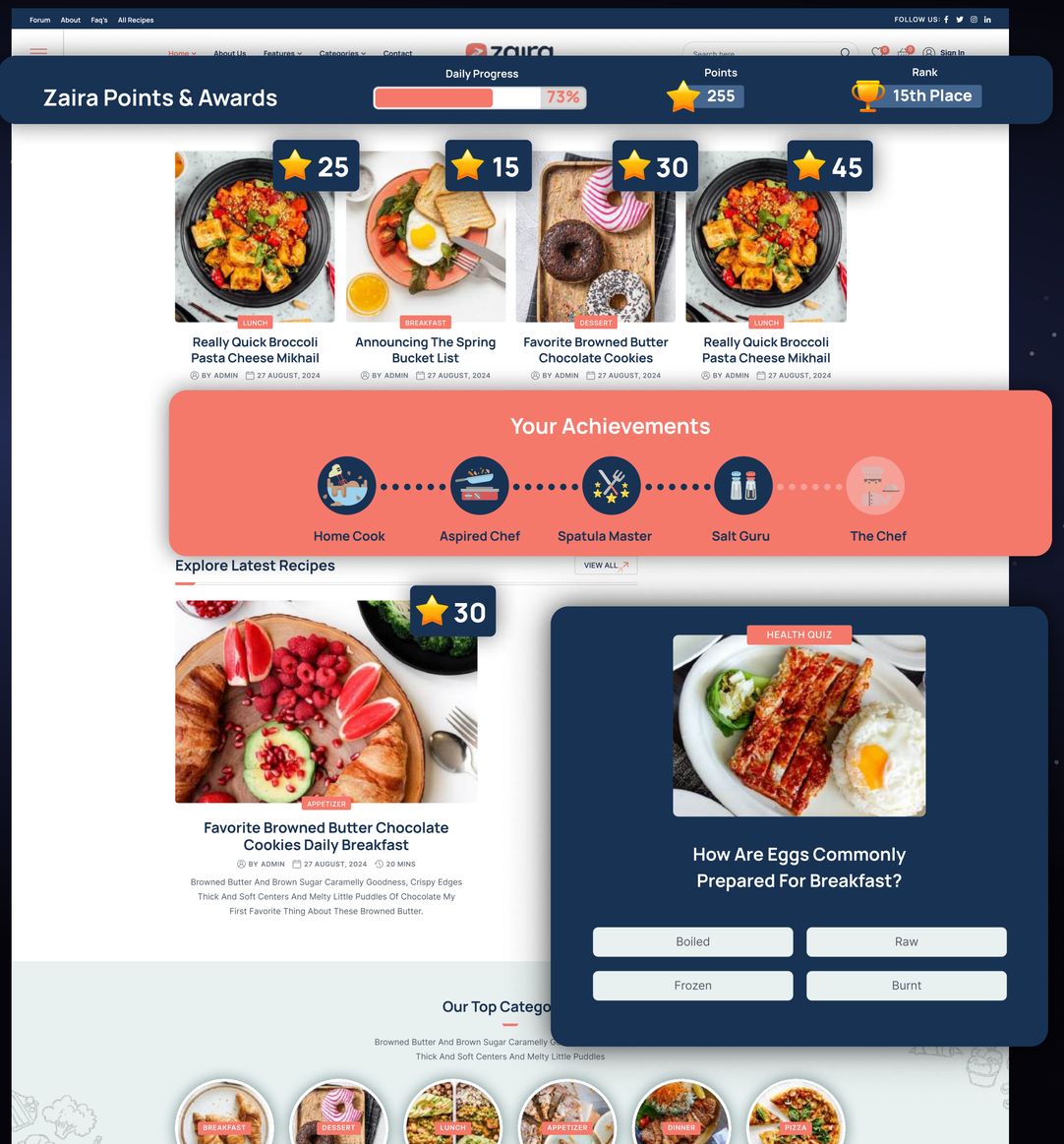
BEFORE

Static educational content



AFTER

Gamified Learning experience



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Key benefits of gamified learning platforms?

Educate & empower people

Gamification helps with learning. It makes content fun, interactive and more memorable. People using it feel more empowered and valued.

Make your brand fun & unique

With our fun gamification tools: games, quizzes or AI tools, people will remember and trust you more.

Collect First-party data

Gamification tools are very effective with collecting customer data. It collects it in a non-intrusive, playful way.

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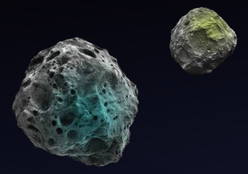
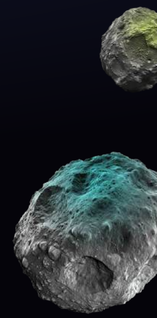
Transform your content into **game-like experiences**



- Knowledge-Trivia Quizes
- Polls & Swipe Surveys
- Multi-game Experiences
- Memory Games
- AI Agents
- Drag & Drop Games
- Tapping Games
- Point & Click Games
- Spin Wheels
- AI quizzes
- Picture Reveal Games
- Puzzles Games
- Advent Calendars
- Personality Tests
- Voice AI assistants



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Different departments, same goal: **make people love your content**.

Marketing teams

use gamification to educate, engage and collect quality leads.

Human resources teams

use it to create fun experiences that deliver key company messages.

Learning & development teams

to design and implement gamified educational programs.

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See how other companies are using gamification to engage customers

A1 UNIVERZA V LJUBLJANI cjvt LIDL SAVA ZAVAROVALNICA Emil Frey

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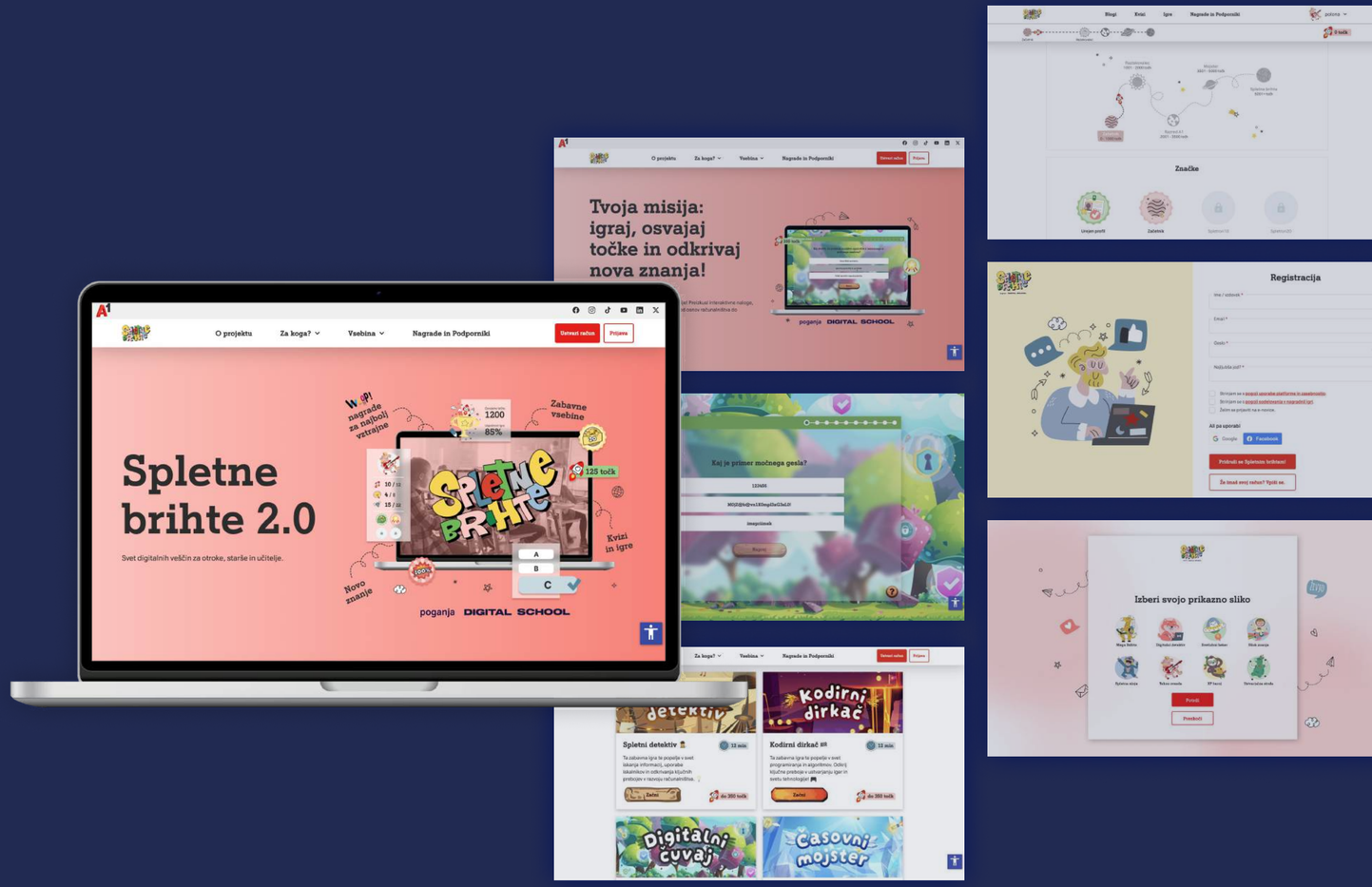
Target Audience: **Kids, Parents, Teachers**

A1 Slovenia

We joined forces with A1 Slovenia and Digital School to create one-of-a-kind educational platform for kids aged 8 to 12 years, their parents and teachers.
It includes 6 different content types, advanced scoring and progression logic and is build for a long-term (strategic) usage.

All visits: **49.280 people**
Active Users: **10.409 created profiles**
Avg. Time on the platform: **12:15 min**

[See it in action →]



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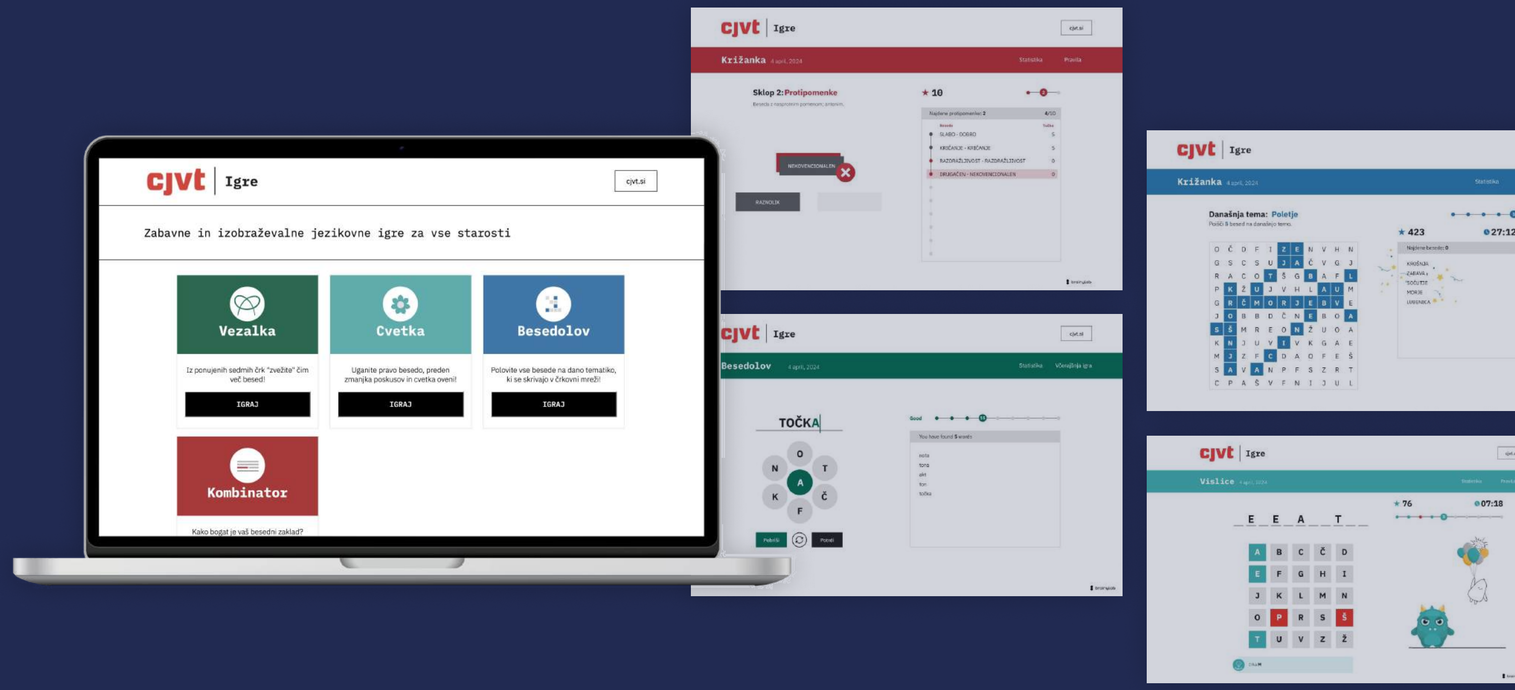
Target Audience: **General Public**

University of Ljubljana / CJVT learning hub

With University of Ljubljana - CJVT department, we built a comprehensive learning platform to build knowledge around Slovenian language. The learning hub was thoughtfully created to drive pleasant challenge, educate and drive daily retention.



All visits: **17.142 people**
Active Users: **15.496 active players**
Avg. Time on the platform: **6:40 min**

See it in action →

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Target Audience: **Company Emplyees**

Emil Frey

This platform transforms traditional brand communication into a dynamic, game-like experience.
Through interactive quizzes, engaging challenges, and a rewarding progression system, it is build to reflect Emil Frey's brand values. The solution builds employees understanding and trust while driving higher engagement and retention.

All visits: **1.646 people**
Active Users: **1.469 active players**
Avg. Time on the platform: **2:40 min**

See it in action →

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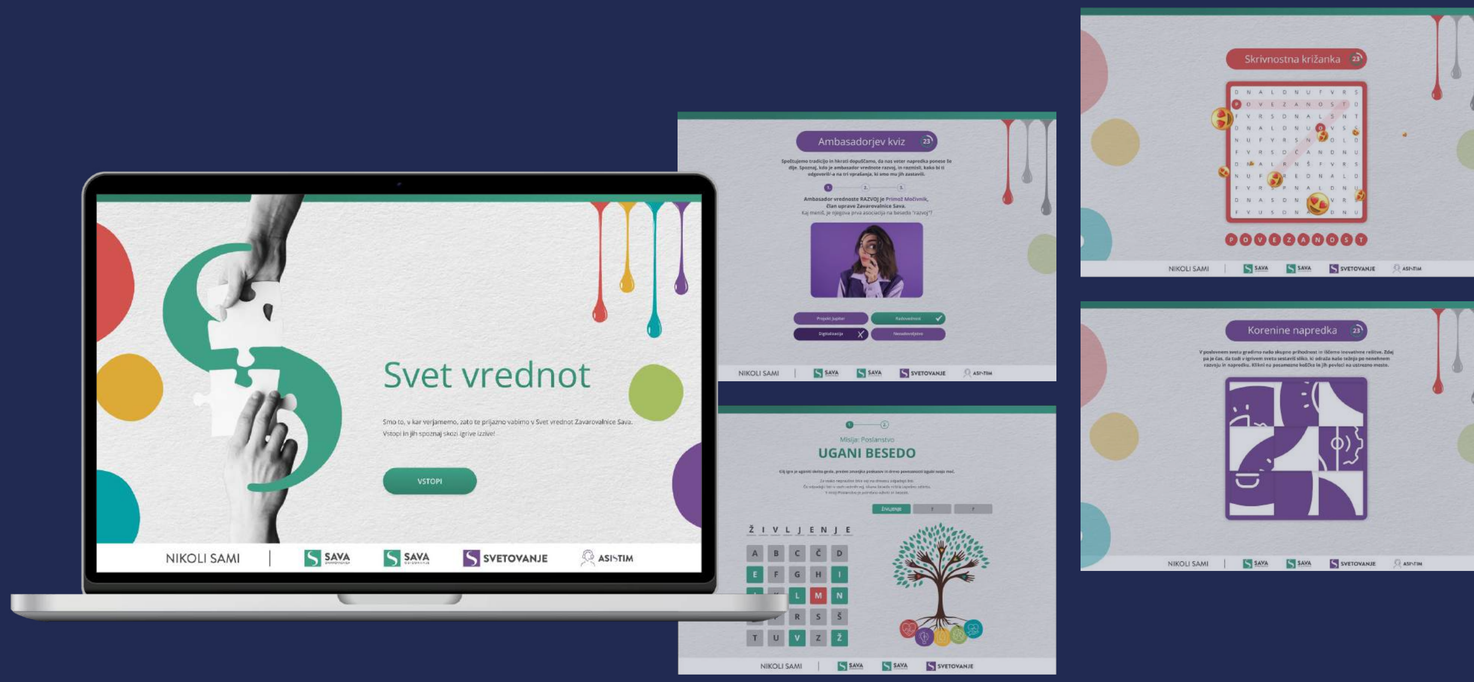
Target Audience: **Company Emplyees**

Sava Insurance

Project Azimut is an internal educational platform of Sava Insurance, designed to actively engage employees in discovering the company's values and culture through gamification.

65% of employees actively participated in the games and experiences, spending on average more than 12 minutes on the platform.

All visits: **1.462 people**
Active Users: **948 active players**
Avg. Time on the platform: **13:24 min**



[See it in action (Azimut 2024) →]

[See it in action (Azimut 2025) →]

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START WITH A DEMO CALL!

Here is why we do demo calls & what can you expect:

- We explain how we can help you create your own gamified learning platform.
- Get clear, detailed explanations and answers to all your questions.
- See our case studies and examples to see how it fits your brand.
- Learn about our work process and pricing options.
- Walk away with fresh insights into the latest gamification marketing innovations.

Book a call →

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Frequently Asked Questions

What exactly are Gamified Learning Platforms?

Gamified Learning Platforms turn training or educational content into an engaging, game-like experience.

They use points, badges, progress tracking, and fun challenges to motivate learners.

These platforms aren't just for teaching new skills—they also spark curiosity, boost participation, and make learning feel less like a chore and more like a hands-on adventure.

Which interactive tools are included?

A variety of tools can be integrated, such as puzzle games, educational quizzes, riddles, treasure hunts, spin wheels, and even story-based adventures.

Each format is designed to keep users interested, encourage them to explore further, and transform standard lessons into memorable experiences.

How do these platforms fit into my existing systems or industry?

They're built to integrate smoothly with your current setup, whether you use a learning management system (LMS), a company intranet, or other portals.

Since each gamified tool is customizable, it can align with different industries—ranging from corporate training to retail product demos—without disrupting your established workflows.

What benefits can we expect from adopting gamification?

You can expect increased engagement, better knowledge retention, and often a stronger sense of community among learners or users.

By making learning interactive and enjoyable, you'll see higher completion rates, positive feedback from participants, and deeper brand loyalty.

Do these solutions support multiple languages or regions?

Yes.

Each platform is designed with multilingual capabilities in mind, so you can easily offer content in different languages or tailor learning modules to various cultural settings.

What kind of customisation and branding options do we have?

You can adapt visual design, themes, logo placement, color schemes, and content structure to match your brand identity.

Rewards and challenges can also be fine-tuned to reflect your organization's unique goals—ensuring the platform feels like a true extension of your company, rather than an off-the-shelf product.

How do we track analytics and measure success?

A built-in dashboard provides real-time metrics on user progress, completion rates, and engagement levels.

You'll be able to see how participants interact with each module, which topics need more attention, and what's driving the most enthusiasm—so you can adjust strategy on the go.

How do we get started?

First, we'll set up a discovery call to learn about your needs.

Next comes a deep dive into your goals and existing content, so we can prepare a tailored plan and estimation.

After your go-ahead, we'll begin building the platform, integrating it with your systems, and ensuring it delivers the dynamic, gamified experience your users will love.

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